

HMA • Prescribed For Doctors

# Website x Patient Fit UX Report

healthcare-marketing.agency

65  
Overall Score / 1004  
Issues Identified

## 1 The Summary

Overview

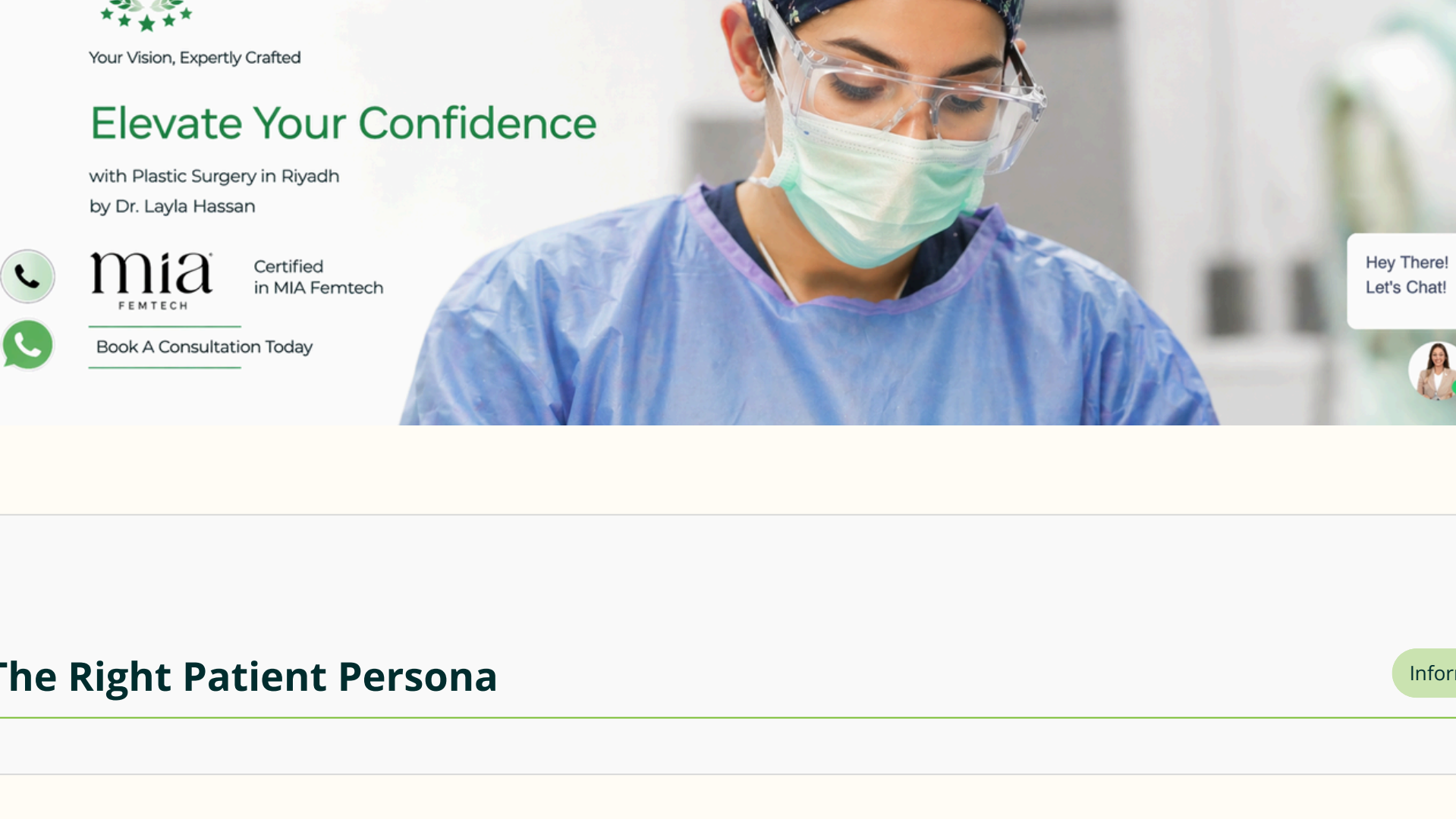
### WEBSITE URL

yourwebsite.com

This report evaluates your website for its ability to attract, engage, and convert visitors into booked patients.

Our analysis covers patient experience, trust signals, booking flow friction, mobile usability, content clarity, and search discoverability.

**The goal is simple:** help you turn more of your existing website traffic into booked appointments.



## 2 The Right Patient Persona

Information

### PERSONA NAME

Confident Saudi Woman

### PATIENT TYPE

Women: Saudi nationals, GCC residents &amp; expats in Riyadh considering cosmetic surgery or non-surgical aesthetics

### AGE RANGE

26-45

### LOCATION

Riyadh (primary) · Jeddah · Doha · International patients flying in

### Device Preference

Mobile

### TRAFFIC SOURCE

Organic

### PRIMARY GOAL

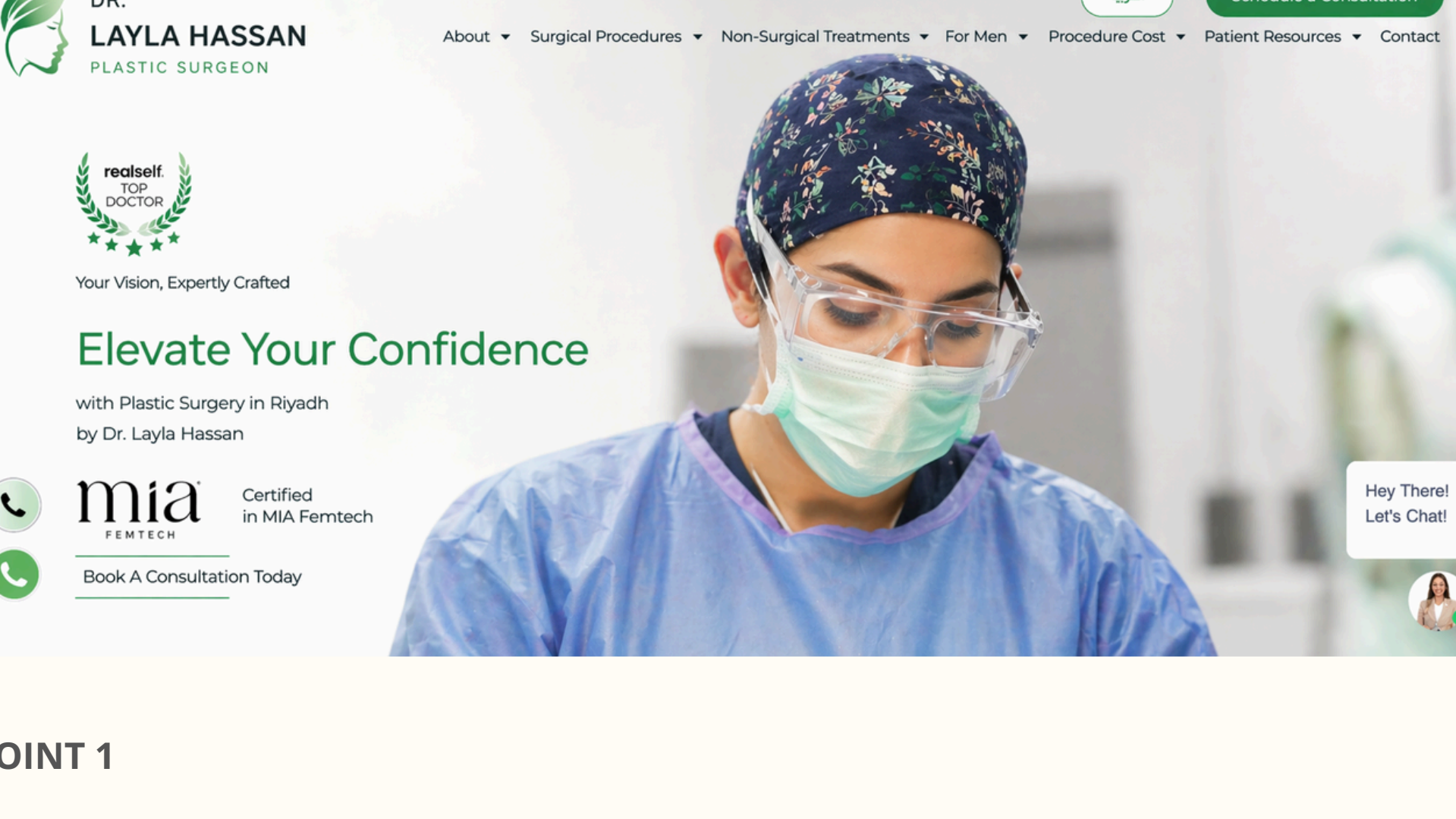
Research and shortlist a trusted, internationally trained plastic surgeon in Riyadh and discreetly book a private consultation.

#### Winning Strategy Insight (Key Takeaway)

This patient is highly research-driven and compares multiple surgeons before deciding — the website must lead with Dr. Omar's international credentials, real patient results, and a frictionless private booking experience to win her trust over competitors.

## 3 ATB (Above-the-Fold) Analysis

First Impression



### POINT 1

#### No Clear Primary CTA

Multiple CTAs are present, but none is visually dominant or clearly positioned as the main action. This creates confusion and weakens conversion, as users are not guided toward a single, obvious next step.

#### Solution

- Use one primary CTA across the page (e.g., "Book Consultation")
- Make it visually dominant (contrast color, bigger size)
- Place it center/right under the headline
- Add a sticky CTA on mobile so it's always visible

### POINT 2

#### Weak Value Proposition in Headline

The headline "Redefine Yourself" is too generic and does not clearly communicate the doctor's specialization, unique value, or outcome for the patient.

#### Solution

- Rewrite headline to be specific + outcome-driven
- Example: "Expert Plastic Surgery in Riyadh with Natural-Looking Results"
- "Board-Certified Plastic Surgeon Delivering Safe, Personalized Transformations"
- Add a supporting line with credibility (years of experience, certifications, results)

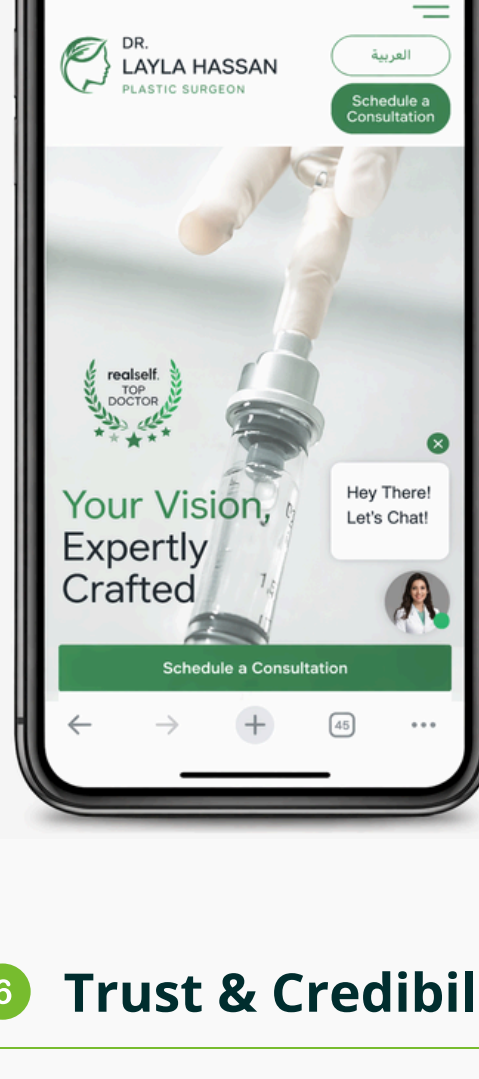
## 4 Critical Conversion Issues

CTAs, Copy &amp; Post-Click

	Issue	Severity	Direct Impact
1	No strong, consistent "Book Appointment" CTA above the fold	High	Patients don't know how to take action immediately
2	Booking process not clearly highlighted or explained	Medium	Users hesitate or leave before booking
3	CTA text lacks urgency ("Contact" vs "Book Now")	Low	Reduces conversion intent
4	Limited trust elements near CTAs	Low	Patients delay decision-making

## 5 Mobile Experience Assessment

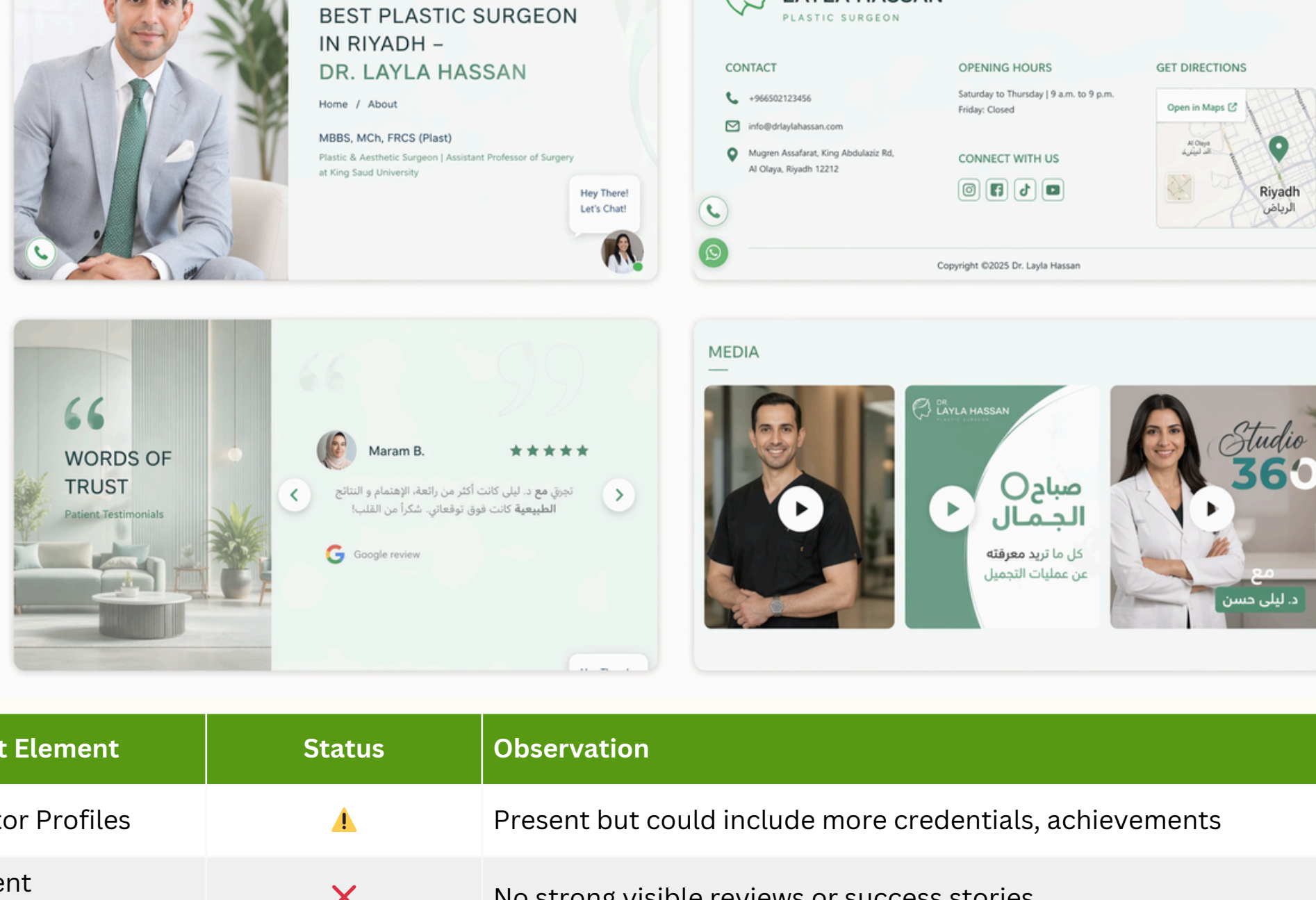
Mobile Factor



Mobile Factor	Status	Observation
Responsive Design	✓	Works well across devices
Tap Target Sizes	⚠	Some buttons not prominent
Mobile CTA Visibility	✗	No sticky or persistent CTA
Form Usability on Mobile	⚠	Could be simplified
Mobile Load Speed	⚠	Slight delays due to heavy visuals

## 6 Trust & Credibility Assessment

Patient Confidence



Trust Element	Status	Observation
Doctor Profiles	⚠	Present but could include more credentials, achievements
Patient Testimonials	✗	No strong visible reviews or success stories
Certifications & Accreditations	⚠	Not prominently displayed
Real vs Stock Imagery	⚠	Mix of professional and generic visuals
Contact Transparency	✓	Contact info available
Privacy & Data Policies	⚠	Not clearly visible

#### Trust Summary

The website feels professional but lacks emotional reassurance. Adding testimonials, before-after results, and certifications would significantly boost patient confidence.

## 7 Overall Website x Patient Fit Score

Scorecard

**Trust & Credibility** 17/25

Good branding but lacks strong testimonials and proof signals

**Ease of Use** 18/25

Navigation is decent but booking is not obvious

**Clarity of Information** 19/25

Services are explained but could be simplified

**Conversion Efficiency** 14/25

Weak CTA placement and booking visibility

**OVERALL SCORE** 68/100

**Score Interpretation**  
 80-100 - Strong. Minor optimizations needed.  
 60-79 - Moderate. Several meaningful improvements available.  
 40-59 - Weak. Significant friction is costing you patients.  
 Below 40 - Critical. Immediate action required.

## 8 Priority Action Plan

Top 3 Immediate Actions

**Top 3 actions to implement immediately within the next 2-4 weeks for the greatest impact on patient conversions.**

#### Add High-Visibility Booking CTA

- Implement a sticky "Book Appointment" button across all pages (especially mobile).
- This directly impacts conversions.

#### Simplify Booking Journey

- Introduce:
  - Clear booking steps
  - Online appointment system
  - Instant confirmation
- Removes friction and confusion.

#### Add Trust Signals

- Include:
  - Patient testimonials
  - Before/after results
  - Certifications
- Builds confidence and increases bookings.

## 9 Designer's Verdict

Closing Assessment

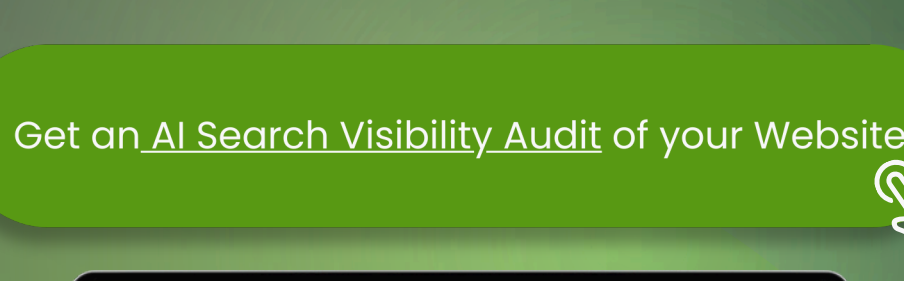
Your website has strong design and branding, but it is currently underperforming as a conversion tool.

The highest-impact opportunity is improving CTA visibility and simplifying the booking process. Fixing this alone can significantly boost patient acquisition.

Implementing the recommended changes—especially the Priority Actions—can lead to measurable improvements within 30-60 days.

# NEXT STEP?

Get an AI Search Visibility Audit of your Website



## Build with HMA

With the experience of building 200+ patient-first healthcare websites, let us guide you in transforming your website into a premium practice platform. Write to us on [letstalk@hma.clinic](mailto:letstalk@hma.clinic).